

## ABSTRACT OF THE DISCLOSURE

A color filter constituted by red, green, and blue color filter elements is formed on an internal surface of a front transparent substrate. A reflective film is provided on a part corresponding to approximately a half of a pixel area on an internal surface of a back transparent substrate. The half of the pixel area on which the reflective film is provided is a reflective portion, and approximately the other half is a transmissive portion. An inter-substrate gap and a thickness of the color filter in the transmissive portion are set such that transmissive display achieving high luminance and high contrast can be realized. A thickness of the color filter and the thickness of a liquid crystal layer in the reflective portion are set to optimal values so that reflective display achieving high contrast can be realized, by adjusting a thickness of a liquid crystal layer thickness adjusting layer.